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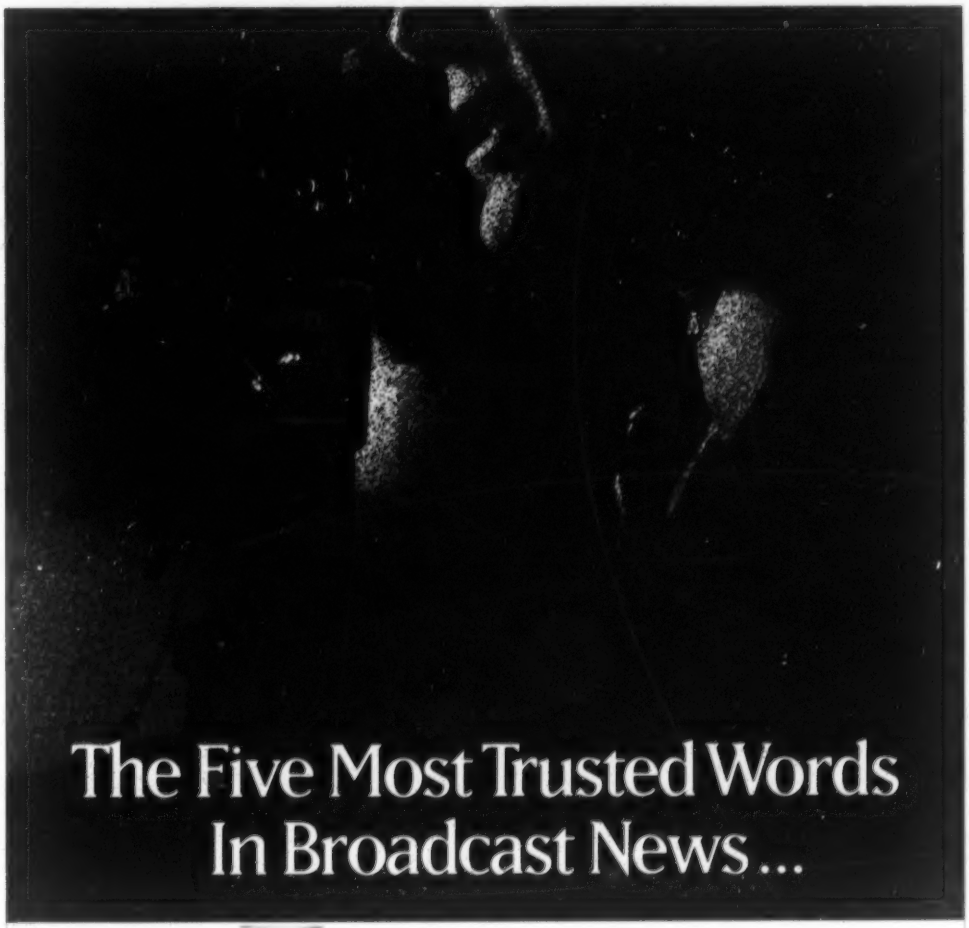
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ HIGH NOON APPROACHES ON HIGH DEFINITION / 4
❑ CBS WINS WEEK ONE OF FALL SEASON / 22
❑ BROADCASTERS CHALLENGED ON KIDS TV COMPLIANCE / 40



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SPECIAL REPORT
BASKETBALL
1992

This Week

HDTV DETENTE / 4

Broadcasters left last week's Maximum Service Television HDTV Update sessions encouraged that the transition to HDTV may respond to "real world" conditions.

LINE ON LENO / 6

With *The Tonight Show*'s ratings running about even with last year's, Jay Leno's hold as host may be stronger than some industry watchers had thought.

CBS TAKES WEEK ONE / 22

CBS, buoyed by a 29.3 rating for *Murphy Brown*, won the first week of the new season, followed by ABC, NBC and Fox. CBS called its Saturday-night lineup "an across-the-board failure."

VH-1 TURNS TO SYNDICATION / 32

VH-1 hopes to reach a wider audience beyond cable with a syndicated weekly program called *Top 21 Countdown*, to be offered on a barter basis.

DUOPOLY SWAP / 35

In the first major swap inspired by duopoly-rule changes, Cox Enterprises and EZ Communications exchanged radio stations in Charlotte and Miami in a straight no-cash transaction.

Professional basketball shoots for do-it-yourself TV production (p. 47)

KIDS ACT COMPLIANCE / 40

A study conducted by three citizens/education groups contends that broadcasters are circumventing the intention of the Children's Television Act by reclassifying standard fare, like *Casper* and *GI Joe*, as educational and informational programing.

SCI SPLIT / 44

Comcast and TCI have begun the process of raising more than $1 billion each with which to redeem the high-yield debt and preferred stock of SCI Holdings, a prelude to breaking the seventh-ranked MSO in two.

S-A PROPOSES DIGITAL AUDIO STANDARDS / 52

Scientific-Atlanta announced last week it is ready to publish a set of standards for digital audio interface, and unveiled an audio compression system aimed at tripling the number of signals a radio programer can squeeze into a bandwidth.

SPECIAL REPORT: BASKETBALL '92 / 47

Even with local rights fees growing from $63 million five years ago to $130 million this season, a growing number of NBA teams are producing their own games and selling ad time.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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NBC, AFFILS AGREE ON NEW COMPENSATION

By Steve McClellan

NBC and its affiliates advisory board have signed off on a new compensation package for 1993, subject to market-by-market negotiations. Key elements of the new plan include reserving what one source close to the talks said was a "major amount of money" in the compensation pool to be used for affiliate promotion of NBC's prime time lineup and, to a lesser extent, its late-night lineup, where *The Tonight Show* is struggling to straighten out some well-publicized management problems and maintain its first-place position.

In addition, the network has earmarked additional dollars from outside the normal compensation pool to establish bonus pools for both *Nightly News* and the daytime lineup.

The two sides also agreed to swap some inventory. Affiliates will receive additional time to sell in prime time, but will give back some time in both daytime and late fringe.

Money earmarked for promotion will be used to buy spots on the affiliates in prime time access and late news to promote network program lineups. Three years ago, NBC switched to a "pay for performance" compensation structure. In theory, more promotion will mean higher ratings and more comp to affiliates. But the fact is NBC's ratings for the just-ended broadcast year were down 2%, which means the pool starts off at 2% less in January 1993. The 1992 pool was about $115 million.

The network has also created a news bonus pool for stations that are number one in local news or improve their news numbers during the year, based on sweeps numbers. A one-time year-end payment would be made to stations that qualify. The network also agreed to reserve additional money for a daytime bonus pool based on ratings and clearances.

Sources said inventory swap was roughly equal in value. In exchange for a few prime time spots, the network will recapture inventory in both daytime and late fringe. ■

Broadcasting's Ratings Week ■ Sep 21-27

	ABC	CBS	NBC	FOX
MONDAY	13.6/21	21.6/33	13.4/20	NO PROGRAMING
8:00	76. Young Indiana Jones Chronicles 7.4/12	10. Evening Shade 16.8/26	23. Fresh Prince 14.1/22	
8:30		5. Hearts Afire 19.3/29	27. Blossom 13.1/20	
9:00	14. NFL Monday Night Football—New York Giants vs Chicago Bears 16.2/27	1. Murphy Brown 29.3/41	25. NBC Monday Night Movies—Miss America: Behind the Crown 13.3/20	
9:30				
10:00		7. Love and War* 17.4/28		
10:30				
TUESDAY	16.5/26	14.5/23	11.0/18	NO PROGRAMING
8:00	12. Full House 16.6/27	22. Rescue: 911 14.2/23	52. Quantum Leap 10.8/17	
8:30	17. Hangin w/Mr. C*15.2/24			
9:00	2. Roseanne 23.9/36	21. CBS Tuesday Movie—With a Vengeance 14.7/23		
9:30	3. Coach 20.0/30			
10:00	39. Going to Extremes 11.7/20		41. Dateline NBC 11.5/20	
10:30				
WEDNESDAY	12.6/21	10.8/18	12.8/22	7.5/12
8:00	46. Wonder Years 11.0/19	71. Hat Squad 8.3/14	18. Unsolved Mysteries 15.1/25	48. Beverly Hills 90210 10.9/18
8:30	52. Boogie Howser 10.8/17			
9:00	6. Home Improvmt 18.7/29	46. Haunted Lives 11.0/17	30. Seinfeld 12.6/20	96. Rock the Vote 4.0/6
9:30	13. Coach 16.4/26		35. Mad About You* 12.0/19	
10:00	66. Civil Wars 9.2/17	26. 48 Hours 13.2/24	44. Law and Order 11.1/20	
10:30				
THURSDAY	10.8/18	9.4/15	13.3/23	8.7/15
8:00	64. Delta 9.5/16	52. Top Cops 10.8/18	44. A Diffrnt World 11.1/19	24. Simpsons 13.5/23
8:30	73. Room For Two 8.1/13		33. Rhythm and Blu* 12.1/20	55. Martin 10.6/18
9:00	71. Homefront 8.3/13	48. Street Stories 10.9/17	4. Cheers 19.6/32	93. The Heights 5.4/9
9:30			10. Wings 16.8/27	
10:00	16. Primetime Live 15.3/27	85. Middle Ages 6.4/11	61. Comedy Store 20th Anniversary 10.0/18	
10:30				
FRIDAY	12.1/23	11.7/22	7.2/13	5.5/10
8:00	40. Family Matters 11.6/22	37. Golden Palace 11.9/23	83. Final Appeal 6.7/13	90. America's Most Wanted 5.9/11
8:30	38. Step By Step 11.8/22	48. Major Dad 10.9/20	74. What Happened?*8.0/15	
9:00	59. Dinosaurs 10.1/19	28. Designing Wmn 12.9/24	79. The Round Table 7.2/13	86. Sightings 6.2/11
9:30	66. Camp Wilder 9.2/17	31. Bob 12.5/23		97. Likely Suspects 3.8/7
10:00	19. 20/20 14.9/28	48. Picket Fences 10.9/20	81. I'll Fly Away 7.0/13	
10:30				
SATURDAY	8.0/15	6.5/12	10.6/20	8.2/15
8:00	78. Covington Cross 7.3/14	87. Frannie's Turn 6.1/12	76. Here and Now 7.4/15	68. Cops 8.9/17
8:30		84. Brooklyn Bridge 6.5/12	70. Out All Night 8.4/16	57. Cops 2 10.3/20
9:00	87. Crossroads 6.1/11	79. Raven 7.2/13	28. Empty Nest 12.9/24	75. Code 3 7.7/14
9:30			31. Nurses 12.5/23	92. The Edge 5.7/11
10:00	55. The Commish 10.6/21	89. Angel Street 6.0/11	43. Sisters 11.2/22	
10:30				
SUNDAY	10.1/16	16.2/27	11.5/19	7.8/13
7:00	68. Life Goes On 8.9/16	8. 60 Minutes 16.9/31	82. Secret Service 6.9/13	98. Parker Lewis 3.7/7
7:30				95. Ben Stiller Show*4.3/8
8:00	42. Am Fun Home Vid 11.4/19	8. Murder, She Wrote 16.9/27	63. I Witness Video 9.6/15	35. In Living Color 12.0/19
8:30	59. Am Fun People 10.1/16			62. Roc 9.8/15
9:00	57. ABC Sunday Night Movie—Obsessed 10.3/16	15. CBS Sunday Movie—A House of Secrets and Lies 15.5/25	20. NBC Sunday Night Movie—King Ralph 14.8/23	33. Married w/Childn 12.1/18
9:30				65. Herman's Head 9.4/14
10:00				90. Flying Blind 5.9/10
10:30				94. Woops!* 5.0/9
WEEK'S AVGS	11.9/20	13.1/22	11.4/19	7.6/13
SSN. TO DATE	11.9/20	13.1/22	11.4/19	7.6/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

COX, EZ IN FIRST DUOPOLY-DRIVEN SWAP

EZ gets Charlotte, Cox now has three strong Miami stations from straight no-cash trade

By Peter Viles

In the first major station swap of the duopoly era, Cox Enterprises and EZ Communications traded stations last week, creating new mega-combos in Miami and Charlotte.

Cox gave up WSOC-FM, its market-leading country station in Charlotte, in return for EZ's urban/adult contemporary WHQT-FM Miami (Coral Gables). As a result, Cox now has three strong stations in Miami: adult contemporary WFLC-FM, news/talk WIOD-AM and WHQT-FM. Those three stations had a combined market share of 14.1 in the spring Arbitron book (see "Duopoly Watch").

EZ, meanwhile, stakes a solid claim to market leadership in Charlotte with its adult contemporary/oldies station WMXC-FM and the country-formatted WSOC-FM, which garnered a market-leading 14.9 share in the spring Arbitron book.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, said the deal was a straight trade, with no money changing hands. He said the deal was driven largely by the FCC's crossownership rules, under which Cox felt it could not expand its radio holdings in Charlotte because it owns a television station there.

"Our chances of getting a waiver [from the crossownership rule] in that market were probably not very good," Neil said. "It just made a lot more sense for us to swap than anything else. We potentially would have faced having a standalone FM in a market where I think there's going to be a number of duopoly scenarios."

Many industry observers have predicted that such station swaps will become common, largely because of the tax advantages of cash-free transactions and the new FCC rules allowing

DUOPOLY WATCH

A continuing compilation of radio's new mega-combos

Owner	Station	Format	Market Share*	Comb. Share
Chicago (No. 3 Market)				
Infinity Broadcasting	WJMK-FM	Oldies	3.3	12.5
	WJJD-AM	MOR	3.7	
	WUSN-FM	Country	5.5	
Boston (9)				
Boston Radio Group	WHDH-AM	News/Talk	4.4	21.9
	WRKO-AM	News/Talk	5.5	
	WXKS-AM	Nostalgia	1.6	
	WXKS-FM	CHR	6.9	
	WBMX-FM	Hot AC	3.5	
Infinity Broadcasting	WBCN-FM	AOR	5.3	9.9
	WZLX-FM	Classic Rock	4.6	
Miami (11)				
Cox Enterprises	WHQT-FM	Urban/AC	5.0	14.1
	WIOD-AM	News/Talk	4.9	
	WFLC-FM	AC	4.2	
Paxson Broadcasting	WLVE-FM	New Age Jazz	2.8	7.9
	WINZ-AM	News	2.2	
	WZTA-FM	Classic Rock	2.9	
Sacramento (30)				
Brown Broadcasting	KQPT-FM	AC	2.4	8.1
	KXOA-FM	Oldies	5.0	
	KXOA-AM	Business News	0.7	
Charlotte (38)				
EZ Communications	WSOC-FM	Country	14.9	18.9
	WMXC-FM	AC/Oldies	4.0	
Orlando (42)				
Paxson Broadcasting	WPRD-AM	News	**	15.5
	WWNZ-AM	News/Talk	3.7	
	WVRI-FM	AC/Oldies	5.4	
	WMGF-FM	Easy	6.4	
Rochester, N.Y. (46)				
Boston Radio Group	WRMM-AM-FM	AC	6.6	14.9
	WPXY-AM-FM	CHR	8.3	
Jacksonville (50)				
Evergreen Media	WFYV-FM	AOR	7.5	16.6
	WAPE-FM	CHR	9.1	
Paxson Broadcasting	WROO-FM	Country	6.9	7.4
	WNZS-AM	Sports	**	
	WZNZ-FM	News	0.5	
Las Vegas (60)				
Broadcast Associates	KEYV-FM	New Age	1.0	9.1
	KFMS-AM-FM	Country	8.1	

** Source: Spring Arbitron, Total week, AQH, Persons 12-plus*
*** Not reported in spring Arbitron survey*

ownership of up to four stations per market.

In addition, the widespread shortage of credit has led broadcasters to consider cash-free transactions such as swaps and mergers.

Cox's Neil said lack of credit was not a factor in the Charlotte-Miami swap, however.

According to Duncan's Radio Market Guide, both stations bill roughly the same amount annually: $5.3 million for WQHT and $5.9 million for WSOC. ■

ON TV, PEROT BLOWS RADIO A KISS

The Radio Advertising Bureau probably couldn't have written a better endorsement of the medium than the one Ross Perot delivered during his appearance on *Larry King Live* last Monday (Sept. 28).

In response to a question from caller Mike Wallace about his frequent appearances on the King show, Perot answered: "I've talked to Larry about this. I say, 'You know, television talk shows are great, Larry, but radio talk shows I think are even more fun, and I don't know why.' And we kicked that around one time. Because, see, you have to visualize it. You don't get to see it. And it's sort of like when you and I were children, Mike, and you'd hear *Superman* over the radio and you'd have to visualize the whole thing in your mind." —PV

INFINITY GOES SHOPPING IN PHILADELPHIA

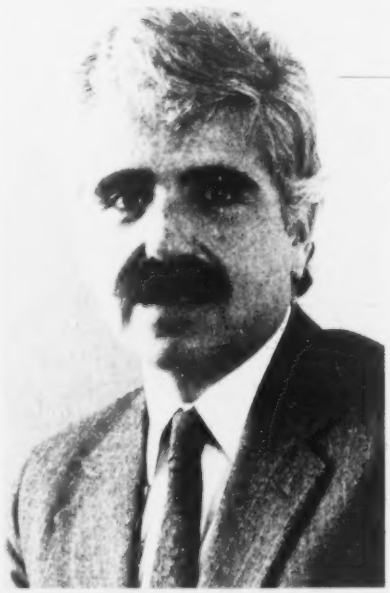
Buys all-sports WIP-AM for $13 million; raises speculation about Don Imus syndication

By Peter Viles

Infinity Broadcasting continued its remarkable buying spree last week, announcing an agreement to buy Spectacor Broadcasting's WIP-AM Philadelphia for $13 million. And there's probably more coming: Infinity's new credit agreement leaves the company another $110 million to buy more stations.

The WIP deal, if completed and approved by the FCC, will give Infinity a Philadelphia combo of classic rock on WYSP-FM and all sports on WIP-AM, mirroring Infinity's successful New York combo of WXRK-FM and WFAN-AM. In total, Infinity will have 22 stations, including 16 in the 10 biggest markets.

WIP, which broadcasts play-by-play of the Philadelphia Flyers and 76ers, garnered a 2.8 share in the spring Arbitron ratings (total week, average quarter-hour, persons 12-plus). WYSP-FM had a 6.5 share.



Infinity President and CEO Mel Karmazin: no plans for programing changes at WIP.

According to Duncan's Radio Market Guide, WIP bills an estimated $3.8 million per year—the 17th-highest total in the market. WYSP-FM bills an estimated $12.7 million, according to Duncan's.

Infinity President and Chief Executive Officer Mel Karmazin called WIP a "very successful station with excellent programing and staff."

While the purchase caused some speculation that WFAN's successful morning program, *Imus in the Morning*, might be syndicated in Philadelphia on WIP, Karmazin said he has no plans for programing changes at the station.

WIP's current morning show, a blend of sports and entertainment featuring Angelo Cataldi, Tony Bruno and Al Morganti, drew a 3.6 share (persons 12-plus) in the spring Arbitron. *Imus in the Morning* drew a 3.5 share in New York. ■

ARBITRON TO PUBLISH MIAMI SUMMER BOOK

After meeting last week with Miami-area radio broadcasters, Arbitron has decided to publish a summer ratings report for the storm-ravaged market.

Arbitron projects that the Miami report will be based on 2,536 diaries, or 92% of its market target of 2,770.

"While the hurricane did affect diary returns, we feel that the sample, in terms of size and distribution, is sufficient to produce a reliable report of radio listening in the Miami metro," said Jay Guyther, Arbitron vice president, sales and marketing, radio station services. "It's important for the advertising community to know that Miami, though still recovering, continues to be a dynamic and important consumer marketplace."

Some Miami-area broadcasters had urged Arbitron to skip the book entirely, arguing that it was bound to be either inaccurate or skewed by Hurricane Andrew.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, which owns three stations in Miami, predicted that advertisers will view the report with skepticism.

"There aren't going to be many buyers who are going to pay attention to it," he said.

"I can understand from a business standpoint why Arbitron felt it was necessary to go ahead and publish a book. But it's kind of like the book that came out after the [Persian Gulf] war. Buyers kind of discounted that book, and I think they'll do the same with this one." —PV

"significant improvement in scatter advertising." Brown Brother Harriman & Co.'s Jay Nelson said his $145 million estimate incorporates "a big fourth quarter," and therefore could be revised downward.

Both estimates are roughly $40 million lower than 1992 profit projections made at the end of last year. Wolzien said his pessimistic projection was "driven" off a model showing ABC's revenue was being siphoned by the Olympics. The ABC-TV network, Wolzien added, was also especially vulnerable to the siphoning of its younger demographics by Fox. However, the latter's delay of its Tuesday night lineup, he said, could cause a slight upward revision in his ABC profit estimate.

Analysts are more in agreement on CBS, which is seen as having less inventory available for scatter. Most estimates project 1992 CBS TV network profit of roughly $25 million, up from prior estimates. On a cash basis the network does far worse because of continued payments for baseball and football telecast rights. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WIP(AM) Philadelphia □ Sold by Spectacor Broadcasting Ltd. to Infinity Broadcasting for $13 million (see page 38). Infinity recently purchased WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta for $100 million (see BROADCASTING, Aug. 24). WIP is fulltimer with sports format on 610 khz with 5 kw.

KKUR(FM) Ojai (Oxnard-Ventura), Calif. □ Sold by Eric-Chandler Communications of Ventura to Buena Ventura Inc. for $725,000. **Seller** is headed by Robert Geddes and Thomas Miserendino, and is also licensee of KHJJ(AM)-KGMX(FM) Lancaster-Palmdale, Calif. **Buyer** is headed by George Duncan, and is also licensee of KOGO(AM)-KBBY(FM) Oxnard-Ventura. KKUR has AC format on 105.5 mhz with 100 w and antenna 1,358 feet above average terrain. *Broker: Media Venture Partners.*

WWFX-FM Belfast (Bangor), Maine □ Sold by Union Financial Services to Group H. Radio Inc. for $525,000. **Seller** is subsidiary of Union Trust Co., which foreclosed on station in 1991. Station was purchased in 1986 for $1.4 million. **Buyer** is headed by Michael Hauptman, former ABC Radio executive and president of Physicians Radio Network. WWFX-FM has CHR format on 104.7 mhz with 10 kw and antenna 1,099 feet above average terrain. *Broker: Kozacko-Horton Co.*

WDZD(FM) Shallotte (Wilmington), N.C. □ Sold by Jennings Communications Corp. to Partech Communications Group of the Grand Strand for $462,000. **Seller** is headed by William W. Jennings, and has no other broadcast interests. **Buyer** is headed by Mark S. Manafo, and has no other broadcast interests. WDSD has country format on 93.5 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Media Venture Partners.*

KWON(AM) Bartlesville, Okla. □ Sold by Moran Broadcasting Co. to KYFM Radio Inc. for $250,000. **Seller** is headed by R. J. Moran, and is licensee of KJNE(FM) Hillsboro and KNIN-AM-FM Wichita Falls, both Texas. **Buyer** is headed by Galen O. Gilbert, and has interests in three AM's and five FM's. KWON is fulltimer with AC, country format on 1400 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $13,868,678 □ 11
FM's □ $1,864,000 □ 3
AM-FM's □ $0 □ 0
TV's □ $0 □ 0
Total □ $15,732,678 □ 14

1992 to Date:

AM's □ $170,577,784 □ 178
FM's □ $331,872,127 □ 195
AM-FM's □ $230,499,846 □ 121
TV's □ $1,382,437,087 □ 47
Total □ $2,155,386,844 □ 541

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KEYF-AM/FM, Spokane, Washington from **Unicom Broadcasting, Inc.**, Andrew Molasky, Principal, to **LEYF Corporation**, C.T. Robinson, Principal, for $1,825,000 cash.

Elliot B. Evers represented the buyer in this transaction.

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BASKETBALL '92

NBA'S DO-IT-YOURSELF TV-RADIO PLAYBOOK

BROADCASTING's survey finds 22 of 27 teams involved in local radio and TV production and sales; local earnings for teams to hit $130 million in 1992-93

By Harry A. Jessell

You might not think of a professional basketball team as a major producer of local programing, but that is what many of them have become in recent years.

Convinced it's more lucrative than simply selling rights to local broadcast and cable outlets, a growing number of National Basketball Association teams are producing their own games and selling the ad time.

"It's more profitable, affords more control and more direct association with the major corporate sponsors," says Shawn Hunter, executive vice president, sales and marketing, Denver Nuggets, which handles broadcast TV and radio in-house. "It's a win all the way around—for the team, the fans and the sponsors."

Indeed, the trend toward team-production has been matched by a steadily rising increase in the amount the league takes in from local TV and radio. The figure, according to league and industry sources, has more than doubled from $63 million for the '87-'88 season to an estimated $130 million for the upcoming 1992-93 season.

The local revenues come on top of the more than $200 million in national TV rights fees the NBA will collect (and divide among the franchisees) from NBC and Turner Broadcasting System.

Both are in the third year of four-year deals that call for increased payments each year. NBC's started at $126 million for 1990-91 and climbs to $170 million for 1993-94. Turner's grows from $57 million in year one to $78 million in year four.

For the payments, NBC gets the rights to between 17 and 26 regular-season games, the All-Star game, between 17 and 23 playoff games and the final championship series. Turner's deal gives it up to 50 preseason and regular-season games and up to 26 playoff games through the third round.

BROADCASTING's survey of the NBA's 27 teams reveals that all but five—Boston Celtics, New York Knicks, Chicago Bulls, Milwaukee Bucks and Sacramento Kings—are directly involved in production and sales on at least one medium—broadcast TV, cable or radio (see chart, pages 51-52).

And of those, two are indirectly involved through common ownership of their broadcast or cable outlet. Principals of the Celtics also own the TV and radio stations that broadcast their team. Paramount owns both the Knicks and MSG Network, the regional cable network that carries the games.

Three teams—Los Angeles Lakers, Utah Jazz and Portland Trailblazers—retain all rights and produce for all three media.

The NBA encourages the teams' taking matters into their own hands. According to the Nugget's Hunter, the league gives plenty of advice and the teams communicate among themselves, sharing what works and what doesn't.

The bottom line, of course, is to make more money, says John Kosner, the NBA's vice president, broadcasting. And the vast majority of teams that have taken their games in-house are making more money than they otherwise would have, he says.

"It varies from market to market," says Kosner. "Some are making tons more and others a little more. But every market is, or soon will be, making more" than if they just sold the rights, he says.

The Charlotte Hornets, one of the newest teams in the league, say they bring in about $4.5 million annually with their combination TV-radio-signage-promotion deals.

"We've been ahead of the other leagues in this trend,"

says Paul Hanson, the NBA's vice president of team services. "Our feeling is if the teams control what goes out over the air, they'll put a little more care into it and maximize the revenue. It's not just another property that the station has."

Ten 10 teams have year-round media promotion campaigns that tie into programs produced outside the games themselves, such as coaches' shows and children's programs, Hanson says.

By taking control of the broadcasts, Hunter says, teams can offer major sponsors broad advertising and marketing packages that not only include TV and radio spots, but also signage within the arena and creative cross-promotional deals.

The Nuggets have a deal with the Safeway supermarket chain that gives the team end-of-aisle displays in the stores. Those displays are used not only to promote the team, but also the goods of other sponsors such as Pepsi and Frito-Lay.

Broadcasters can make out, too. Many of the stations that act as outlets for the team productions sign multi-year deals, which sometimes gives them avails, cash payments or a combination of both. For each Mavericks game it broadcasts, according to the team, KTVT(TV) Fort Worth, Tex., receives more than $10,000 and four minutes of advertising time.

But one team executive said his team tries not to pay anything to the local broadcaster that carries the games. With larger stations, he said, the team tries to offer some inventory

BASKETBALL'S

BROADCASTING's rundown of where to find NBA action

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
EASTERN CONFERENCE / ATLANTIC DIVISION											
Boston Celtics	WFXT	35-40	0	3/10	SportsChannel New England	H-35 A-14	NA	WEEI (AM)	43	3/10	WFXT is controlled by principals of Celtics.
Miami Heat	WBFS	A-21	7	5/5	SportsChannel Florida	H-35 A-10	NA	WQAM (AM)	4-5	NA	Team retains radio rights.
New Jersey Nets	None	—	—	—	SportsChannel New York	60	2/10	WNEW (AM)	4	1/1	Team retains radio rights.
New York Knicks	None	—	—	—	MSG Network	H-41 A-36	NA	WFAN (AM)	5	1/3	Paramount owns team and MSG Network.
Orlando Magic	WKCF	A-25	6	4/5	Sunshine Network	H-36 A-4	4/5	WDBO (AM)	18	1/3	Team retains broadcast TV and radio rights.
Philadelphia 76ers	WPHL	A-7	0	2/3	Prism / SportsChannel Philadelphia	H-35 A-20 / A-13	2/8	WIP (AM)	10	2/3	Team retains radio rights.
Washington Bullets	WDCA	A-29	0	NA	Home Team Sports	H-30	NA	WTOP (AM)	15	NA	Team retains radio rights.
EASTERN CONFERENCE / CENTRAL DIVISION											
Atlanta Hawks	WTBS	H-15 A-15	0	NA	SportsSouth	H-10 A-10	1/2	WGST (AM)	25	1/4	Turner owns team and WTBS. WGNX (TV) Atlanta will air 8 gms., 1 yr. deal.
Charlotte Hornets	WJZY	H-4 A-19	10	1/3	SportsSouth	H-1 A-19	3/3	WBT (AM)	33	1/3	Team retains broadcast TV and radio rights.
Chicago Bulls	WGN	H-18 A-12	0	3/5	SportsChannel Chicago	H-28 A-17	NA	WMAQ (AM)	36	2/5	
Cleveland Cavaliers	WOIO	A-20	3	2/3	SportsChannel Ohio	H-22 A-18	NA	WWWE (AM)	34	3/3	Team retains broadcast TV and radio rights.
Detroit Pistons	WKBD	H-17 A-23	5	1/5	Pro-AM Sports	H-23 A-17	1/5	WWJ (AM)	27	2/5	Team retains broadcast TV and radio rights.
Indiana Pacers	WXIN	A-23	4	2/2	Prime Sports Net. Midwest	H-25	3/8	WNDE (AM)	25	1/3	Team retains broadcast TV and radio rights.
Milwaukee Bucks	WCGV	A-30	3	1/3	None	—	—	WTMJ (AM)	37	NA	Team and WTMJ have joint venture featuring graduated rights fees.

or merchandise in lieu of monetary compensation. Network affiliate stations can get as much as 50% of the inventory, he said, depending on the size of the station.

Few teams control their cable telecasts. That may be due to the fact that in most cases there is only one cable network in each market, limiting the leverage teams have in crafting deals. Nonetheless, more teams take over cable production when original rights deals come up for renewal.

The NBA practices what it preaches. For the second consecutive season, the NBA will produce its own network radio package, sell the package to advertising sponsors and market it to stations. The NBA last year became the first professional sports league to produce its own broadcasts.

The league's Sunday game-of-the-week broadcasts begin Jan. 24 and continue through the All-Star game and the playoffs. Playoff coverage includes every game of the regional finals and the NBA Finals.

The league says it expects to exceed last year's lineup of 70 stations that reached roughly 60% of the national radio audience. In addition, the NBA says sponsorships are pacing ahead of last year's levels.

Sponsors for the broadcasts include Jeep, Sheraton Hotels, Dollar, Topps, Nestle and Edge, according to the league.

Like last year, the broadcasts will be produced at the Minnesota Timberwolves' broadcast studio under the direction of NBA Radio executive producer Tom Carelli. ■

LOCAL LINEUP

n radio and TV for the upcoming 1992-93 season.

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
WESTERN CONFERENCE / PACIFIC DIVISION											
Golden State Warriors	KPIX KICU	H-2 A-16 H-3 A-20	2	3/3 3/3	SportsChannel Bay Area	H-34 A-2	3/3	KNBR (AM)	0	1/3	Team retains rights to 2-station broadcast TV network and radio.
Los Angeles Clippers	KCOP	H-10 A-26	0	2/5	SportsChannel Los Angeles	H-25 A-10	1/5	KMPC (AM)	7	1/5	Team retains radio rights.
Los Angeles Lakers	KCAL	A-43	4	3/5	Prime Ticket	H-40	NA	KLAC (AM)	18	3/5	Team retains all rights. Prime Ticket and team have common ownership.
Phoenix Suns	KUTP	H-5 A-25	NA	2/5	Arizona Sports Program Net.	H-15 A-5	2/10	KTAR (AM)	12	2/4	Team and KUTP have joint venture. Team retains radio rights.
Portland Trailblazers	KGW	H-1 A-19	0	1/3	Blazer Cable	H-20	NA	KEX (AM)	34	2/6	Team retains all rights.
Sacramento Kings	KRBK	H-5 A-25	0	2/3	Sacramento Cable	4	NA	KFBK (AM)	5	2/3	Sacramento Cable offers 4 games on PPV basis.
Seattle Supersonics	KIRO	A-15	0	NA	Prime Sports Northwest	A-20	3/5	KJR (AM)	19	NA	Team retains broadcast TV rights.
WESTERN CONFERENCE / MIDWEST DIVISION											
Dallas Mavericks	KTVT	H-1 A-24	0	2/2	Home Sports Entertainment	H-40	4/5	WBAP (AM)	37	NA	Team retains broadcast TV and radio rights.
Denver Nuggets	KWGN	H-5 A-19	0	3/3	Prime Sports Network	H-16 A-15	NA	KOA (AM)	20	1/3	Team retains broadcast TV and radio rights.
Houston Rockets	KTXH	A-41	0	5/5	Home Sports Entertainment	H-40	4/5	KTRH (AM)	29	2/7	Team retains radio rights.
Minnesota Timberwolves	KARE KITN	H-3 A-5 H-5 A-12	5	1/1 1/2	Prime Sports Upper Midwest	H-13 A-12	3/5	KFAN (AM)	50	4/6	Team retains broadcast TV and radio rights.
San Antonio Spurs	KSAT	H-2 A-20	NA	NA	Home Sports Entertainment	H-19 A-11	15/15	WOAI (AM)	8	3/5	Team retains broadcast TV and radio rights. HSE offer 24 gms. on PPV.
Utah Jazz	KSTU	H-5 A-20	2	5/5	Prime Sports Network	H-6 A-19	3/3	KISN (AM)	21	3/3	Team retains all rights.

NA—Not Available or Not Applicable H—Home A—Away
Contract status refers to rights deals in cases where team sells rights or time buying deals when team retains rights.
Broadcast TV and radio networks do not include flagship(s).

560 khz; 500 w-D)—Granted app. of assignment of license from Media Resources Group Inc. to Down Home Broadcasting Company, Inc. for $150,000. **Seller** has no other broadcast interests. **Buyer** is headed by Mae K. Hutchins, and has no other broadcast interests. Action Sept. 3.

■ **KCHH(FM) Paradise and KHIP(FM) Hollister, both California** (KCHH: BTCH920220HR; 92.7 mhz; 850 w; ant. 620 ft.; KHIP: BTCH920220HQ; 93.5 mhz; 90 w; ant. 1,519 ft.)—Granted transfer of control of licensee Media Mark Partners Ltd., which is reorganizing to general partnership. Principal Ricardo Ramirez, formerly limited partner, will become 80% general partner. Licensee has no other broadcast interests. Action Aug. 28.

■ **KTHO(AM) South Lake Tahoe, CA** (BA-L920729EB; 590 khz; 2.5 kw-D, 500 w-N)—Granted assignment of license from Emerald Communications Corp. to Emerald Broadcasting Co. Inc.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Christian C. Larson, who also has interests in KTMS(AM)-KHTY(FM) Santa Barbara, CA. **Buyer** is headed by Donald C. McBain, and has no other broadcast interests. Action Sept. 9.

■ **WQAI(AM) Fernandina Beach, FL** (BA-L910729EC; 1570 khz; 5 kw-D)—Dismissed app. of assignment of license from B & L Communications Inc. to Global American Enterprises Inc.; purchase agreement to be filed as amendment. **Seller** is headed by Don Bruns, and has no other broadcast interests. **Buyer** is headed by Ronald Crider and Molly M. Snell (100%). Crider holds 19.8% stock in Vail-Aspen Broadcasting Ltd., licensee of KSKE-AM-FM Vail, CO. Snell is 100% stockholder of WMEL(AM) Melbourne, FL. Action Sept. 11.

■ **KIFI-TV Idaho Falls, ID** (BTCCT920717KE; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,520 ft.)—Granted transfer of control of The Post Co.; application is filed to reflect changes of trust holders. Licensee is headed by Jerry M. Brady, and has no other broadcast interests. Action July 17.

■ **WKHY(FM) Lafayette, IN** (BTCH920615HM; 93.5 mhz; 3 kw; ant.: 282 ft.)—Granted transfer of control of U.S. Broadcasting Inc. to Spacecom Inc.; application is filed concurrently with assignment of license application of U.S. Broadcasting Inc. to Stay Tuned Broadcasting for $1.78 million (see "Changing Hands," June 29), and is intermediate step in that transaction (see below). Action Aug. 31.

■ **WKHY(FM) Lafayette, IN** (BALH920615HF; 93.5 mhz; 3 kw; ant. 282 ft.)—Granted assignment of license from U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for $1.78 million. Application is filed concurrently with transfer of control application whereby **seller** S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. Richey is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, NM. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, WA; and KLBB(AM) St. Paul, MN. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXRX(FM) Rockford-Belvidere, IL. Action Aug. 31.

■ **WPLB(AM) Greenville, MI** (BAL920724EA; 1380 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Goodrich Broadcasting Inc. to Kortes Communications Inc. for $185,000. **Seller** is headed by Robert Emmett Goodrich, and is licensee of 4 AM's and 4 FM's. **Buyer** is headed by Jeffrey T. Kortes, who is station manager at WPLB. Action Sept. 8.

■ **WMBL(AM) Morehead City, NC** (BAL920720EC; 740 khz; 1 kw-D, 14 w-N)—Granted assignment of license from Eastern Carolina Broadcasting Co. Inc. to WMBL Inc. for $25,000. **Seller** is headed by L. Gene Gray, and is also licensee of WRHT(FM) Morehead City, NC. **Buyer** is headed by Randall A. Hanson, and has no other broadcast interests. Action Sept. 8.

■ **KYKA(FM) Naches, WA** (BTCH920709HB; 96.9 mhz; 5.6 kw; ant. -3.28 ft.)—Granted transfer of control of Mathias Broadcasting Inc. to Donald A. Schrack for $290,000. **Seller** is headed by John Mathias, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 27.

ACTIONS

■ **Sacramento, CA** Certified to Commission proceeding for new FM on channel 278A at Sacramento, for comment on questions of law and policy concerning mandatory award of preference for AM daytimer station and comparative preferences cases involving an AM daytimer. (MM docket 89-543 by MO&O [FCC 92R-75] adopted September 2 by Review Board.)

■ **Tallahassee, FL** Notified Dolcom Broadcasting Inc., licensee of WUMX(FM), of its apparent liability in the amount of $18,000 for failure to engage in adequate EEO efforts. (By Notice of Forfeiture [FCC 92-417] adopted August 28 by Commission.)

■ **Union Park and Lake Mary, both Florida** Granted application of Central Florida Educational Foundation for new FM on channel 202C3 at Union Park; denied competing application of Hispanic Broadcast System Inc. for Lake Mary. (MM docket 92-33, by ID [FCC 92D-59] issued September 8 by ALJ Edward J. Kuhlmann).

■ **White City, FL** Dismissed with prejudice for failure to prosecute applications of William F. Peel Jr., Minority Broadcasting Group Ltd. and Sea Oaks Broadcasting for new FM on channel 284A in White City. (MM docket 91-86 by Order [FCC 92R-74] adopted August 31 by Review Board.)

■ **Paducah, KY** Consented to transfer control of Macpherson Broadcasting of Kentucky Inc., permittee of unbuilt station WDKA(TV), from Alexander E. Macpherson to Robert W. Sudbrink, subject to conditions; also granted Macpherson's application to replace station's expired CP. (By MO&O [FCC 92-427] adopted September 4 by Commission.)

■ **Monticello, ME** Ordered licensee of WREM(AM) Monticello to forfeit $10,000 for unauthorized transfer of control. (By MO&O [FCC 92-413] adopted August 28 by Commission.)

■ **Billings, MT** Denied Comanche Enterprises review of staff actions approving transfer of CP for station KPQD-TV from BHC Associates, Ltd. to Big Horn Communications Inc. (By Order [FCC 92-422] adopted August 31 by Commission.)

■ **Dayton, OH** Notified Great Trails Broadcasting Corp., licensee of WGTZ-FM Dayton, of apparent liability for forfeiture in amount of $5,000 for willful violation of Commission's rules by broadcasting telephone conversation without first having provided requisite notice of intent to broadcast conversation. (By Letter [DA-92-1237] adopted September 18 by Chief, Mass Media Bureau).

■ **Germantown, TN** Affirmed grant of Omni Broadcasting Corp.'s application for new FM station on channel 298A in Germantown, TN; in so doing, Commission denied Pederson Communications Limited Partnership's request for reconsideration. (MM docket 88-429 (Report DC-2222, by Commission September 10 by Order [FCC 92-433].)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	**11,253**	**1,419**	**12,672**
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,502**	**190**	**1,692**
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	**1,284**	**990**	**2,274**
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

CBS's *Angel Street* became the first show of the new season to have its future cut short. Calling the show's situation tenuous, a Warner Bros. spokeswoman said the show's dim prospects for survival hinged on a strong performance on Saturday night. The show's premiere, which aired out of its time period, got an 11.3 rating/19 share. However, in its first airing in its regular time slot (Saturday, 10-11), the show dropped to a 6.0/12.

The FCC last week told a group of Florida politicians to proceed with discovery in its lowest-unit-charge complaint against WTVT(TV) Tampa, ruling that the group had made a prima facie case that the station may have overcharged in spots. Politicians claim the overcharges total more than $500,000. The case was established using industry rate estimates, which could clear the way for more cases. Politicians' attorney Bobby Kahn said "many thought when the FCC took over jurisdiction on this the complaints would go away; rest assured there will be more to come." WTVT has until Nov. 20 to file an opposition to discovery requests.

The conference report on the Commerce, Justice and State appropriations bill (H.R. 5678) passed both houses of Congress last Thursday (Oct. 1). A **$128.5 million 1993 appropriation for the FCC** was among the bill's provisions. Congress did not approve the controversial "user fee" provision on commission licensees. President Bush is expected to sign.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 20. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.0/221/98
2. Jeopardy!	10.1/209/96
3. Oprah Winfrey Show	9.9/234/99
4. Star Trek	8.9/225/97
5. Entertainment Tonight	7.7/179/95
6. Inside Edition	7.0/166/93
7. Current Affair	6.8/185/92
8. Married...With Children	6.7/182/94
9. Wheel of Fortune	5.9/179/73
10. Cosby Show	5.8/197/96
11. Sally Jesse Raphael	5.2/212/87
12. Donahue	4.8/217/98
13. Geraldo	4.7/150/95
13. You Bet Your Life	4.7/137/87
15. Hard Copy	4.5/150/92

KRTY(FM) Los Gatos-San Jose, Calif., was sold by media broker Randolph E. George, receiver, to an affiliate of Empire Broadcasting, controlled by Robert Kieve, for $3.31 million, up from the original agreement of $2.9 million George had with the station's general manager and general sales manager in July. Kieve also controls KLIV(AM)-KARA(FM) San Jose. Broker: Media Venture Partners.

KRON-TV San Francisco bought the rights to the Oakland Athletics' for the 1993-97 baseball seasons. Under the five-year deal, which competing station sources valued at $6.5 million-$7 million per season, the Chronicle Broadcasting-owned NBC affiliate is planning on broadcasting 50-60 games each season. CBS affiliate KPIX-TV previously held the rights. Last February, KRON and KPIX shifted their prime time lineups to start an hour earlier, at 7 p.m., but, according to sources, the former has suffered more significant rating losses for NBC's prime time lineup and the station's 10 p.m. newscast. They say that KRON may seek to preempt NBC's prime time with up to 30 games to make up for revenue losses, particularly if the San Francisco Giants move to Florida in the off-season. KRON President/GM Amy McCombs said that "many" of the games will be played in Eastern and Central time zones, creating a situation where there would be "minimal" prime time preemptions.

The National Religious Broadcasters last Thursday (Oct. 1) **sent a letter to President Bush urging him not to follow through on his promise to veto the cable bill** (S. 12). "Carriage of local Christian stations by cable is essential if many stations are to survive. A veto of this bill would threaten the future of many religious broadcast stations," said NRB Executive Director E. Brandt Gustavson. NRB has been in favor of the bill, especially its must-carry provision, since last winter. But one prominent NRB member company that also often gets President's

'DIVORCE,' ALL AMERICAN STYLE

All American Television will distribute *The New Divorce Court,* an updated version of the syndicated show that debuted in 1957, slating it for first-run strip re-entry in January 1993. Blair Television distributed *Divorce Court* until it dismantled its syndication division, and All American bought out its programing assets in June. Despite its recent decision to discontinue the distribution of *The Howard Stern Show,* All American—through its merger with LBS Communications—also owns the distribution rights to the year-old *Baywatch* weekly syndicated series and longtime first-run game show strip *Family Feud.* All American is planning to produce 90 new *Divorce Court* episodes, featuring a rotating cast of judges and theme week promotions to draw new viewers. The updated half-hour strip, which is being offered on a cash-plus-barter basis, has been sold to WGBO(TV) Chicago, KTVU(TV) San Francisco, WFXT(TV) Boston, KDFI-TV Dallas, WXIA(TV) Atlanta, WBFS(TV) Miami, WMCC-TV Indianapolis and WXMT(TV) Nashville. —MF